

SHARE THE JOURNEY: HOW TO ORGANIZE YOUR WALK

It's time to act! Never have so many people fled war, persecution, natural disasters, extreme poverty, and development megaprojects.

In solidarity with the 68.5 million children, women, and men who have been forced to flee their homes, help us walk 40,075 kilometres, the equivalent of the Earth's circumference. Every step you take will send a strong message to the Canadian government that it must do more to end forced migration around the world.

Plan a walk with your school, parish or community from now until August 31, 2019!

How?

1. Read through the instructions in this guide.
2. Create your own group fundraising page: indicate the date and the location of your walk, the number of kilometres you plan to cover and your fundraising goal.
3. Promote your walk within your network: invite members of your community to walk with you, to make a contribution on your fundraising page, or to sign the Action Card online.
4. Walk with your group and add your completed kilometres to our online calculator!

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The resources you'll find in this guide:

- Tips for organizers: what to do before, during, and after your walk
- Instructions for starting your own fundraising page
- A description of our online resources, from prayers, texts and testimonials to use during your walk, to press release templates and a social media toolkit

Note: All the resources mentioned are available at devp.org/resources/walk.

SHARING THE JOURNEY, ONE STEP AT A TIME

ON YOUR MARK

- Choose a date** at least one to two months in advance so you have time to get approval from your school and to gather lots of participants.
- Choose a place.** Calculate the distance you plan to cover and add it to our online calculator.
- Plan a journey that is inclusive and accessible to all.**
 - Make sure your route is accessible for people with reduced mobility. There are many ways to have people participate. Invite participants with disabilities or reduced mobility to:
 - Be part of the reception committee to welcome participants at the beginning or end of the walk.
 - Be present at strategic points along the route to encourage people or provide them with water.
- Invite as many people as you can.**
 - For schools:
 - Put up *Share the Journey* posters (using our online template) throughout your school and make sure teachers promote the walk in their classrooms.
 - Promote the walk during the morning announcements. Consider doing a countdown to create a buzz.
 - Ask teachers to include a countdown in their class schedule or set up a big calendar in the main hall or homeroom and check off the days so that everyone can see that the big day is fast approaching.
 - At church: Ask the priest if you can announce your walk after Mass.

Encourage people to join in using the short talk at devp.org/resources/walk.

- Share the invitation beyond your circle of acquaintances.** Welcome people who are alone, newcomers to the neighborhood, and/or asylum seekers. You could also invite local refugee organizations and families who sponsor refugees. Make people feel right at home!
- Order the number of action cards you'll need at devp.org/campaign/resources.**
 - The Action Card has a message to the Prime Minister of Canada asking the government to do more to end forced migration.
 - Encourage anyone who cannot join your walk to sign the online Action Card at devp.org/act.

- Create your fundraising page** at devp.org/walk and share it with participants to raise funds for Development and Peace's work and to get them excited for the walk.
- Create a fundraising page in two easy steps:
 - Step 1: Create your account (or sign in if you already have one).
 - Step 2: Customize your fundraising page by showing why you're walking, the date of your walk, the number of kilometres you plan to walk, and your fundraising objective.
 - Once you've completed your account, a link will be created. Share this link with your network. Tell your family and friends that you're going to take part in a walk in solidarity with those who have been forced to flee their homes. Ask them to support you by joining the walk or by sponsoring you. We suggest \$25 per kilometre walked, but any amount is welcome!
- Review** our *Health and Safety* guidelines at devp.org/resources/walk to ensure your event unfolds safely.
- Notify your regional animator about your event.** He or she can provide help if you need it. You'll find contact information for your regional animator at devp.org/contact.
- Print bibs for participants.** Your walkers may wish to pin the Share the Journey bib on their shirts and indicate why they are walking. You could also ask participants to wear mauve, the colour of Development and Peace.
- Promote your event on social media.** You may wish to create a Facebook event for your walk and invite people to participate. This will help you get the word out about your walk. Check out our social media toolkit at devp.org/resources/walk.
- Notify the media.** If desired, contact your student newspaper or local media outlets so you can get coverage of your event. Our press release template at devp.org/resources/walk is a great resource!

GET SET TO WALK

Here's a checklist so you don't forget anything on the big day:

- Action cards** and pens (if participants will be signing them immediately before or after the walk).
- Bibs** for each participant, a box of safety pins, and some coloured markers for artists to write or draw on their bibs.
- The messages, prayers and **testimonials** to read during the walk.
- If a large group is walking, consider bringing 1-2 **megaphones**.
- Snacks and beverages** (if you plan to offer them at the end of the walk).
- A first-aid kit.**

The day before your walk, send a last call out to your network.

Remind people that there's still time to donate and to sign the online Action Card if they haven't already.

GO! IT'S TIME TO WALK

Here at last!

- Consult our checklist to make sure you haven't forgotten anything.
- For schools, welcome any volunteers and make sure they're in position along the route at the appointed time to encourage and direct the students and ensure that they're hydrated along the way.
- If the size of the group allows it, choose three people to read short testimonials during your walk.

Show your colours. As participants arrive, encourage them to take a bib and write why they, personally, have decided to do the walk (eg. a person or community inspired them). For schools, this activity could be done as part of a class the day before or the day of the walk. Before kick-off, get participants to pin their bibs onto their shirts or coats.

Say a word of welcome. Use our short welcoming speech template or get creative and modify it for your group! For primary and secondary schools, we recommend bringing students together in the school gym so that everyone can clearly hear the address.

Hit the road. Where it makes sense, walkers can stop three times along the way and have volunteers share the testimonial assigned to them. These breaks provide a moment of rest and an opportunity to start a conversation with a new person.

End the walk:

- If you wish, use the speech (provided online) to conclude the walk and to thank participants.
- Announce your fundraising objective and the amount raised, and thank donors.
- Distribute the Action Card and invite people to sign it (for those who didn't do so before the walk).
- Collect the signed cards before the final prayer.

Keep us up to date. Visit devp.org/walk to add your kilometres walked to the calculator. Be sure to multiply your distance by the number of participants. For example, if 20 people walked 3 kilometres, enter 60 kilometres. Also be sure to indicate the number of walk participants and the number of action cards you got signed (if applicable).

After the walk, contact members of your network one last time, share the results of your walk, thank them for their support, and if necessary, make a last call for donations.

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What should be done with signed action cards?

1. Collect all action cards signed during the walk.
2. Add the number of cards you managed to get signed on our online calculator.
3. Send the cards by mail (no postage required) or give them to your local animator.

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QUESTIONS AND ANSWERS

1. How can I include refugees and asylum seekers from my community in my walk?

- Personally get in touch with refugees and asylum seekers in your community to invite them to participate rather than simply sending an invitation. Contact local organizations that provide support to refugees and asylum seekers to help you get in touch with those in your community. Take the opportunity to get to know them.
- Clearly explain the purpose and agenda of your walk to avoid misunderstandings.
- Treat refugees and asylum seekers in the same way you would other participants. Be welcoming but be aware that they may not want to be the focus of attention and do not assume that they will want to share their stories with the group.
- Be sensitive to media coverage during the walk to ensure the security of refugees and asylum seekers. Make sure that only people who have given their consent will be photographed.

2. What other walk-related activities can I organize?

- Involve your Member of Parliament.
 - Invite your MP to walk with you (download our letter of invitation at devp.org/resources/walk).
 - Write to your MP to share your experience.
 - Tell your MP that constituents demand strong positive action from the government to tackle the causes of forced migration.
- Invite your local priest or bishop.
- Add songs or prayers to your walk.
- Add challenges to your walk. For example, you could ask participants to carry a full backpack to understand the experience of having to carry all your belongings when fleeing your home.

3. When is the best time to organize a walk?

Walks can be held anytime, from September 2018 until August 31, 2019. Schools should organize their walks before June 20, 2019, *i.e.* before the end of the school year.

Would you like to organize your walk on or around a meaningful day? Here are some dates that might interest you.

- October 17: International Day for the Eradication of Poverty
- November 16: International Day for Tolerance
- December 18: International Migrants Day
- April 4: Refugee Rights Day
- Day/week of Catholic education in schools (dates to be confirmed for participating provinces)
- June 20: World Refugee Day

4. Other than walking, what other actions can I or those in my community do to take part in the *Share the Journey* campaign?

All actions, big or small, count! Here are some suggestions:

- Download the short talk at devp.org/campaign/resources (promotion tab) and read it in class, after Mass, or in your youth group to invite people to sign our Action Card.
- Give your name to the organizers of a walk in your community to volunteer on the day of the walk.
- Raise funds for Development and Peace without taking part in a walk. Just create your online fundraising page at devp.org/walk and share it with your network. You could also choose to support a group that is walking in your region.

5. Why raise money by walking? What will the money be used for?

With this new initiative, our wish is to see thousands of people walk with their communities in solidarity with those forced to flee their homes.

Funds raised will be used to fund Development and Peace's community development projects and programs. Thanks to your commitment and generosity, we will continue to work alongside our sisters and brothers in the Global South.

Imagine the impact we can have if we all walk in solidarity:

AMOUNT COLLECTED PER KILOMETRE WALKED		TOTAL (X 40,075 KM)
\$10	⇒	\$400 750
\$20	⇒	\$801 500
\$25	⇒	\$1 001 875
\$50	⇒	\$2 003 750

Let's share the journey together.